



Engaged at Last

Proposing New Rules of Engagement

A Presentation to the NOAA Science Advisory Board

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Today's Objectives

- Introduction of the agency's new approach to External Affairs
- Touch on highlights of items accomplished or underway to respond to the SAB recommendations
- Brief the SAB on the way forward with a new External Affairs team and a new plan of action



Looking back

In March of 2008, the SAB Working Group on Engagement delivered a comprehensive set of recommendations for improving the way NOAA engages with constituents.





The Agency Response



NOAA conducted an extensive review of the document and how we might implement the recommendations.

- Implementation of recommendations from the report has been in progress since summer of 2008*
- An engagement strategy was drafted by NOAA and presented in December 2008.*
- A detailed written response to the full report was submitted to the SAB in September 2009.*



Then there was change...



Prompting the question: What will a change in administration mean? How will a new team approach constituent engagement?





Embracing engagement



The White House renamed the Office of Public Liaison the “Office of **Public Engagement** and Intergovernmental Affairs.” The office is led by Valerie Jarrett – one of the President’s top advisors. The office is in charge of building relationships with advocacy groups, non-governmental organizations, and all currently elected state officials as well as the general public.



Introducing the new NOAA team

Justin Kenney

Director

NOAA Office of Communications
and External Affairs

- Eight years of NOAA experience prior to the Administration
- Communications Director for the Pew Oceans Commission
- Deputy Director for Communications at CEQ





Revitalizing External Affairs

Andrew (“Andy”) Winer

Director of External Affairs

- 25 years of legal practice in Hawaii
- Hawaii State Director for the Obama campaign
- Now heading External Affairs and chairing the NOAA Executive Committee on Engagement (ECE)





The new team is fully engaged





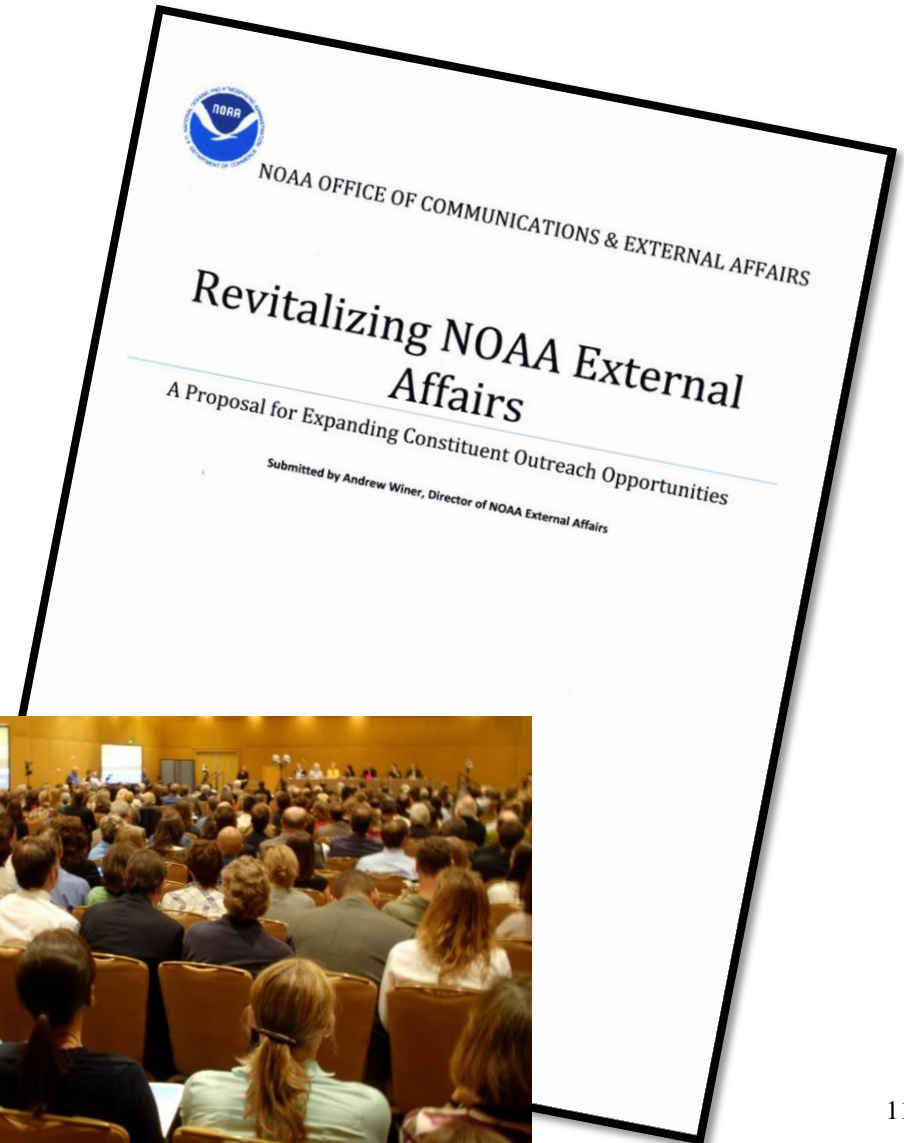
The strategic approach

- After the administration change, an internal assessment was completed to analyze NOAA External Affairs. Interviews were conducted with NOAA employees, former managers and current stakeholders.
- A report and set of recommendations was drafted by the NOAA External Affairs Director and delivered to NOAA leadership.



Taking action on engagement

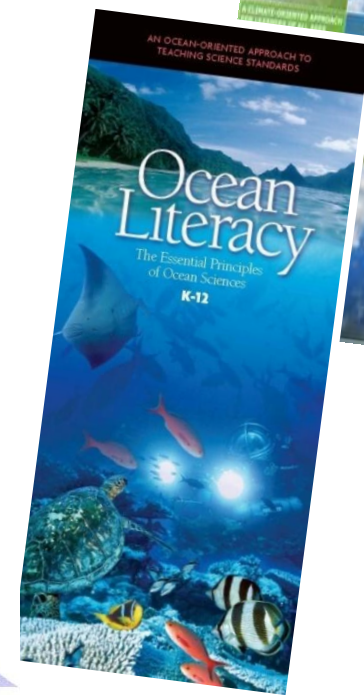
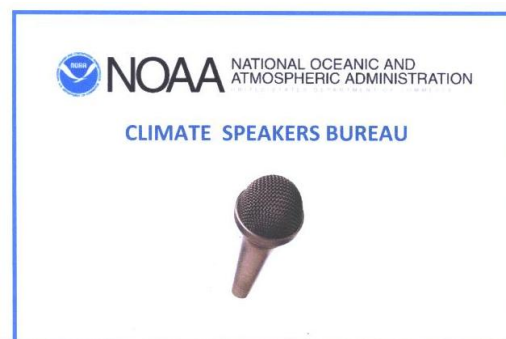
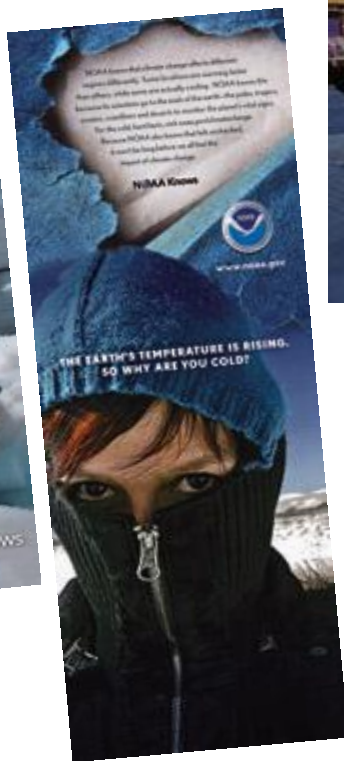
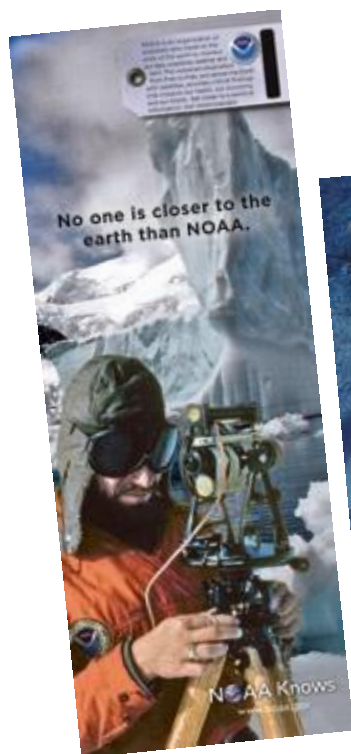
- The External Affairs report uses key recommendations of the SAB
- And links those to the NOAA External Affairs operating plan





Key actions to improve engagement

The Tool Box – products and strategies to promote common agency-wide messages, carry the “One NOAA” concept forward and engage stakeholders





Key actions

- Significant expansion of the NOAA Regional Collaboration framework as an engagement network at the local level
- Agency-wide engagement training program to be established in 2010
- Coordination of outreach, communications, education via the ECE, Constituent Affairs Network, Communications Committee and Regional Teams



Key Actions

- Evaluating the impact of engagement -- by monitoring the *NOAA Climate Portal*, *Facebook*, and using the Kellogg rubric
- Executive Committee on Engagement meetings
- Best practices reviewed regularly
- Engagement added to SES annual performance plans (15%)
- In process of setting up a centralized customer relations management system



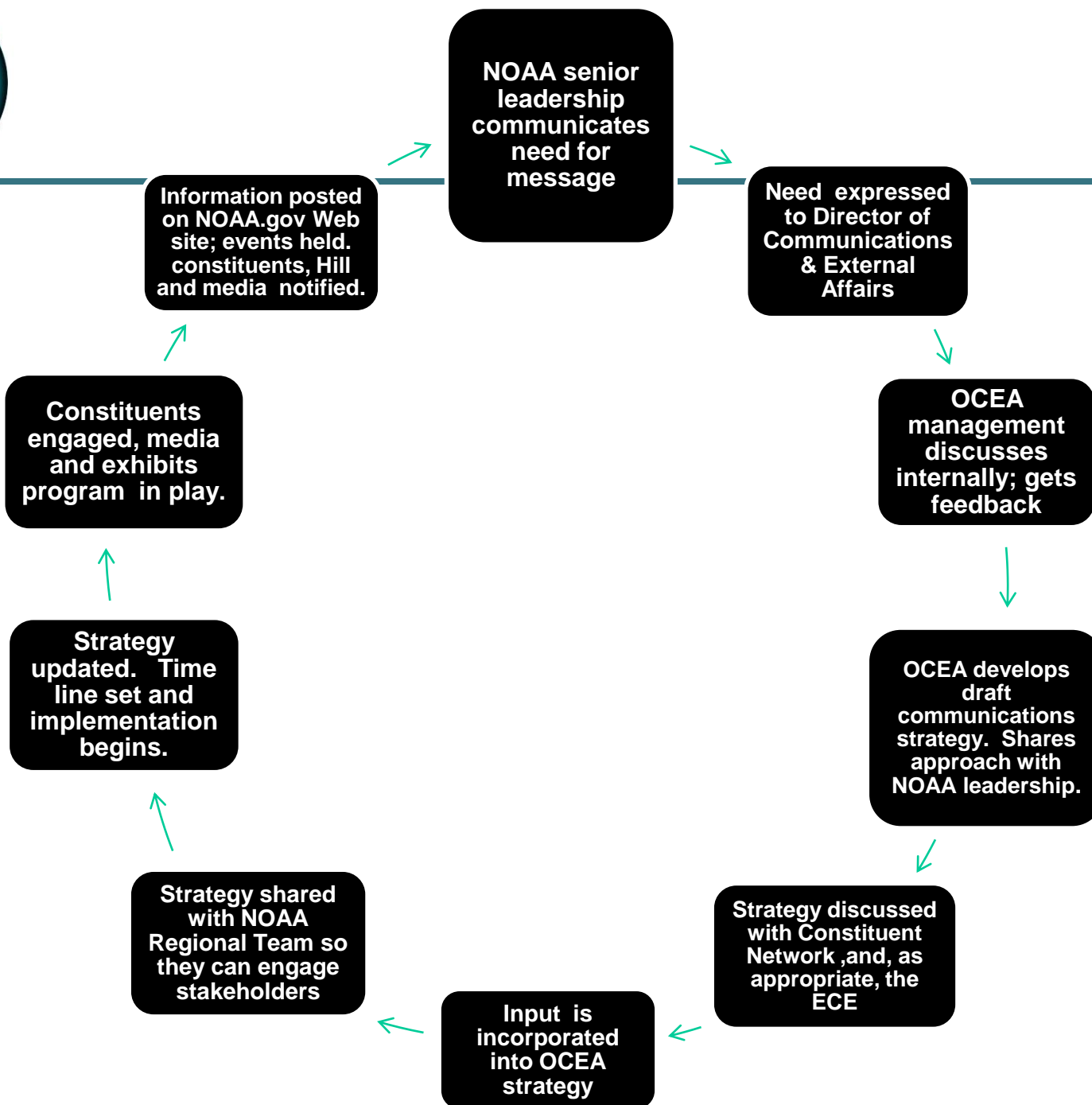
Key Actions

- Funding a series of regional pilot or demonstration projects with partners – the NOAA mini grants
- Full implementation of the NOAA External Affairs Plan which incorporates the principles and strategies recommended by the SAB



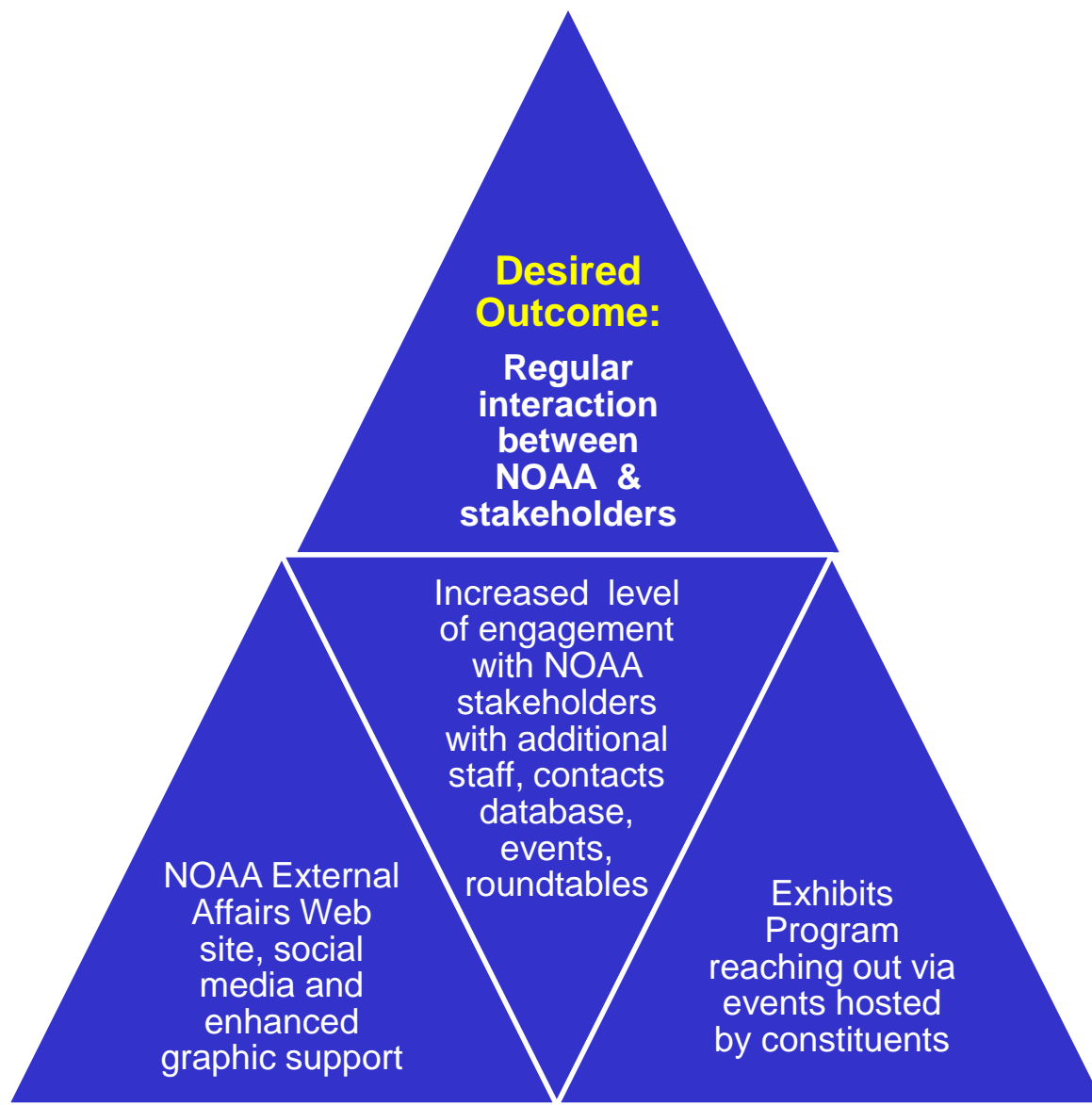
NOAA Coordination & Views

- The following slide illustrates the best practice we have identified for engagement and how it will be coordinated internally.
- The diagram shows where external stakeholders and community partners will be involved.
- In Dr. Lubchenco and the administration's view: **external affairs – aka engagement -- is a priority.**





NOAA External Affairs Model





Strengthening External Affairs

- Creating career Deputy Director of External Affairs position; also adding staff as liaisons
- Customer Relations System (database)
- Support for exhibits program
- Expanding the NOAA Speakers Bureau
- External Affairs Web site
- Integrated and strategic approach to communications, intersecting with education, line offices, extension, regional teams
- Agency-wide planning for engagement



Current Staff Structure

- Andy Winer, Director
- Caren Madsen
- Laurel Bryant
- Brady Phillips
- Andrea Bleistein
- James Chang
- Les Adams
- Janet Ward
- Database Administrator (vacant)



Our vision

- To provide communications policy input
- Organize stakeholder meetings and events
- Identify potential problems and develop proactive strategies
- Deploy leadership to events and engagement opportunities
- Interact with others in DoC and federal family
- Develop engagement elements in AGM priorities
- Link and communicate constituent positions to NOAA priorities



Our philosophy and mission

- Evolve into a creative force within NOAA that markets the people behind our science, service and stewardship missions.
- Be the incubator for creative ideas that will inform the public and our stakeholders.
- Develop strategic partnerships and outreach efforts that will help our constituents feel that they are co-owners of the enterprise as well as the missions and goals of the organization.
- Be responsive to stakeholder needs and convey their input to NOAA leadership.



The External Affairs role

“With an increasing focus on issues like climate change, ocean policy, and ecosystem based management, NOAA has an opportunity to create vibrant outreach efforts that engage our constituents and the public at large. Our scientists and science should be front and center in these efforts, and External Affairs should take the lead in providing and promoting appropriate opportunities. If properly executed, External Affairs will serve as the conduit for identifying NOAA’s constituent base, growing that base, and working with constituents for the benefit of the agency and the public at large.”

-- *Andy Winer, 2009*



Desired Outcome

We hope the SAB will support External Affairs in our journey.

“Life is a progress, not a station.”

--- *Ralph Waldo Emerson*



Questions? Comments?



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